



WTIC-TV

## ORDER

Print Date 09/25/12

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Flight Dates 09/26/12-10/05/12

Contract / Revision 391848 / LINDA MCMAHON 4 SENA

Original Date / Revision 09/25/12 09/25/12 Agency Com 15%

Advertiser LMcMahon/Republican/ Sen Billing Contact

Agency Mentzer Media Services Inc 600 Fairmont Ave Suite 306 Towson, MD 21286

Buying Contact Sales Office TWDC Sales Region National Agency Ref

600 Fairmont Ave Suite 306 Towson, MD 21286

Primary Account Executive Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Sep 00:15:00

Estimate # 1413

Alt Order # 06341282

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL4

Priority 01

Advertiser Ref

Order Share 18% Market Value 207277

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	40%	82911
4WVIT	12%	24873
5WTNH	30%	62183
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	18	\$14,526.50	\$17,090.00	0.00	08/27/12	09/30/12	18	\$14,526.50	\$17,090.00
October 2012	28	\$17,187.00	\$20,220.00	0.00	10/01/12	10/05/12	28	\$17,187.00	\$20,220.00
Totals	46	\$31,713.50	\$37,310.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	61	09/26/12	09/26/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	-- 1----	:30	1	\$100.00	01	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-- 1----					1	\$100.00		0.00			
E 2	61	09/28/12	09/28/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	---- 1--	:30	1	\$100.00	01	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---- 1--					1	\$100.00		0.00			
E 3	61	09/26/12	09/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	-- 1----	:30	1	\$125.00	01	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-- 1----					1	\$125.00		0.00			
E 4	61	09/28/12	09/28/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	---- 1--	:30	1	\$125.00	01	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	---- 1--					1	\$125.00		0.00			



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Contract / Revision **391848** Flight Dates **09/26/12-10/05/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SENA** Estimate # **1413**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 5	61	09/26/12	09/26/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	-- 1----	:30	1	\$175.00	01	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 1----					1	\$175.00		0.00			
E 6	61	09/26/12	09/26/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	-- 1----	:30	1	\$165.00	01	0.00	NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 1----					1	\$165.00		0.00			
E 7	61	09/28/12	09/28/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	---- 1--	:30	1	\$500.00	01	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---- 1--					1	\$500.00		0.00			
E 8	61	09/27/12	09/27/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	--- 1---	:30	1	\$600.00	01	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--- 1---					1	\$600.00		0.00			
E 9	61	09/26/12	09/26/12	M-F News at Ten News at Ten	CM	10p-11p	-- 1----	:30	1	\$1,200.00	01	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 1----					1	\$1,200.00		0.00			
E 10	61	09/28/12	09/28/12	M-F News at Ten News at Ten	CM	10p-11p	---- 1--	:30	1	\$1,200.00	01	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---- 1--					1	\$1,200.00		0.00			
E 11	61	09/27/12	09/27/12	M-F News at 11pm News at 11pm	CM	11p-1135p	--- 1---	:30	1	\$300.00	01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--- 1---					1	\$300.00		0.00			
E 12	61	09/26/12	09/26/12	Wed Prime Rotator Wed 8p-10p	CM	8p-10p	-- 1----	:30	1	\$3,000.00	01	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 1----					1	\$3,000.00		0.00			
E 13	61	09/27/12	09/27/12	Thur Prime B Thur 9p-10p	CM	9p-10p	--- 1---	:30	1	\$2,500.00	01	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--- 1---					1	\$2,500.00		0.00			
E 14	61	09/28/12	09/28/12	Fri Prime B Fri 9p-10p	CM	9p-10p	---- 1--	:30	1	\$1,600.00	01	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---- 1--					1	\$1,600.00		0.00			
E 15	61	09/29/12	09/29/12	College Football College Football	CM	730P-11P (7:30 PM-11:00 PM)	----- 1-	:30	1	\$750.00	01	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----- 1-					1	\$750.00		0.00			
E 16	61	09/29/12	09/29/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	----- 1-	:30	1	\$700.00	01	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----- 1-					1	\$700.00		0.00			
E 17	61	09/30/12	09/30/12	NFL on FOX Early JETS:Sun 1-4pm	CM	1p-4p	----- 1	:30	1	\$3,000.00	01	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----- 1					1	\$3,000.00		0.00			



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Contract / Revision **391848** Flight Dates **09/26/12-10/05/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SENA** Estimate # **1413**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 17	61	09/30/12	09/30/12	NFL on FOX Early JETS:Sun 1-4pm	CM	1p-4p	-----1	:30	1	\$3,000.00	01	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$3,000.00		0.00			
E 18	61	09/30/12	09/30/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----1	:30	1	\$950.00	01	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1					1	\$950.00		0.00			
E 19	61	10/01/12	10/01/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$140.00	03	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$140.00		0.00			
E 20	61	10/03/12	10/03/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	--1----	:30	1	\$140.00	03	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$140.00		0.00			
E 21	61	10/05/12	10/05/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	----1--	:30	1	\$140.00	03	0.00	NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$140.00		0.00			
E 22	61	10/04/12	10/04/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	---1---	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$75.00		0.00			
E 23	61	10/01/12	10/01/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	1-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$150.00		0.00			
E 24	61	10/03/12	10/03/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	--1----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$150.00		0.00			
E 25	61	10/05/12	10/05/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	----1--	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$150.00		0.00			
E 26	61	10/01/12	10/01/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$75.00		0.00			
E 27	61	10/03/12	10/03/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	--1----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$75.00		0.00			
E 28	61	10/05/12	10/05/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	----1--	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$75.00		0.00			
E 29	61	10/01/12	10/01/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$800.00	01	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$800.00		0.00			



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Contract / Revision **391848** Flight Dates **09/26/12-10/05/12**

Hiatus Dates

Original Date / Revision 09/25/12/ 09/25/12

Order Sep 00:15:00

Advertiser **LMcMahon/Republican/ Sen** Product **LINDA MCMAHON 4 SENA** Estimate # **1413**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 29	61	10/01/12	10/01/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	1-----	:30	1	\$800.00	01	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$800.00		0.00			
E 30	61	10/03/12	10/03/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	--1----	:30	1	\$800.00	01	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$800.00		0.00			
E 31	61	10/01/12	10/01/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	1-----	:30	1	\$950.00	01	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$950.00		0.00			
E 32	61	10/04/12	10/04/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	---1---	:30	1	\$950.00	01	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---1---					1	\$950.00		0.00			
E 33	61	10/01/12	10/05/12	M-F News at Ten News at Ten	CM	10p-11p	MTWTF--	:30	5	\$1,400.00	01	0.00	NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					5	\$1,400.00		0.00			
E 34	61	10/01/12	10/05/12	M-F News at 11pm News at 11pm	CM	11p-1135p	MTWTF--	:30	5	\$375.00	01	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWTF--					5	\$375.00		0.00			
E 35	61	10/01/12	10/01/12	Mon Prime A Bones	CM	8p-9p	1-----	:30	1	\$1,800.00	03	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$1,800.00		0.00			
E 36	61	10/03/12	10/03/12	Wed Prime Rotator X-Factor	CM	8p-10p	--1----	:30	1	\$4,000.00	01	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1----					1	\$4,000.00		0.00			
E 37	61	10/05/12	10/05/12	Fri Prime B Fringe	CM	9p-10p	----1--	:30	1	\$800.00	03	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----1--					1	\$800.00		0.00			
E 38	61	10/01/12	10/01/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----					1	\$75.00		0.00			
Totals													46	\$37,310.00	